PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

August 19, 1985

Mr. Francis X. Dealy
Publisher
World Tennis
Three Park Avenue
New York, New York 10016

Dear Bud:

We aren't interested in placing advertising in your new magazine, Golf Illustrated. At least not in the November issue. We will be glad to look at it again when it becomes monthly, but it makes no sense for us now.

Thanks for bringing it by.

Best regards.

Sincerely,

James L. Thompson, Jr.
Vice President - Media

mcf:

cc: Messrs. C. Beck
S. Brandfon

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Source: https://www.industrydocuments.ucsf.edu/docs/jkyn0004